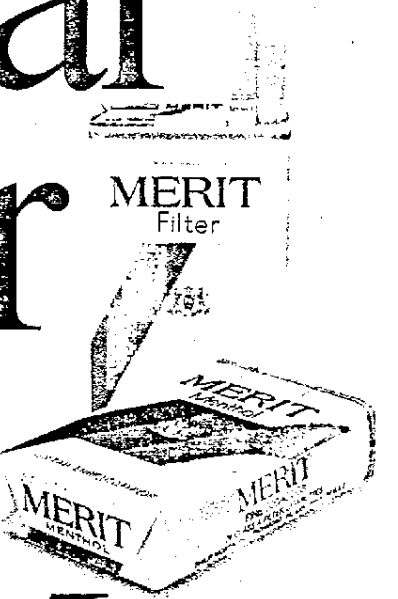
National Smoker Study Hails Merit.



'Enriched Flavor'™ cigarette scores high marks in five key areas.

Can MERIT deliver the flavor of leading high tar brands?

Does MERIT *satisfy* smokers over a long period—or are MERIT smokers slipping back to old high tar favorites?

Read the bottom-line results of new research conducted with smokers like yourself.

MERIT Breakthrough Confirmed

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

And in detailed interviews conducted among current MERIT smokers:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but continues to satisfy.

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first major alternative to high tar smoking.

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Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Kings & 100's

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Source: https://www.industrydocuments.ucsf.edu/docs/khpj0004